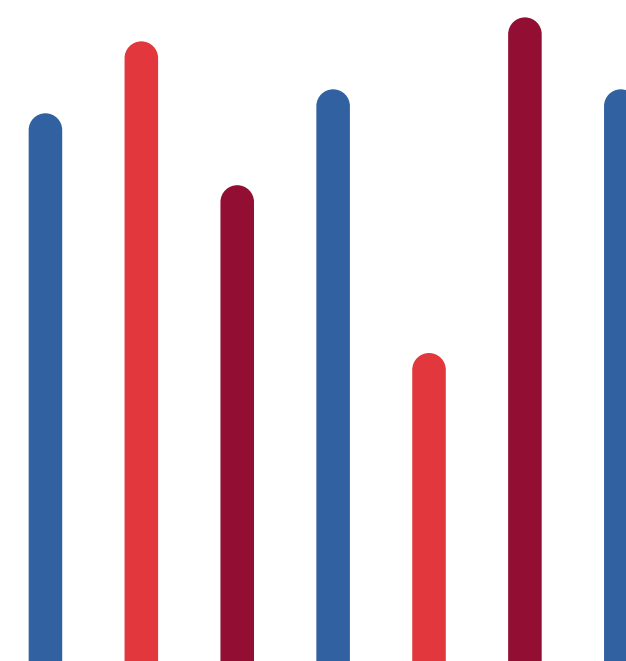


2025

Connect with our audience

MEDIA GUIDE

television / radio / digital / events / social / custom content



Hello,

For over 25 years, Inside INdiana Business has been Indiana's only statewide media platform dedicated to business news. Becoming a division of IBJ Media in 2021, IIB provides a fully integrated portfolio of television, radio, internet, podcasts, and email products.



The growth of the Engage Indiana Series, covering 9 different regions statewide, offers numerous sponsorship and networking opportunities enhancing brand recognition and expanded reach.

IIB makes it easy to take your message statewide and grow your audience. Our dedicated team will help advise you on the best product mix to fit your needs.

Thank you for making Inside INdiana Business and IBJ Media part of your marketing plan.

Thank you,

A handwritten signature in black ink, appearing to read 'Nate Feltman'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Nate Feltman
CEO, IBJ Media

Inside INdiana Business
EXPANDS
REACH

television / radio / digital / events / social / custom content

OUR AUDIENCE

MEET OUR AUDIENCE

Our audience relies on our content via a full spectrum of media, digital products, and events.

96% consider IIB a primary source and one of their most important sources for local business news

80% have purchasing/specifying authority for products and services



OUR AUDIENCE

ENGAGEMENT

Our audience is engaged.

InsideIndianaBusiness.com

120,286
UNIQUE MONTHLY VISITORS

Television Viewers

62%
OF SUBSCRIBERS TUNE IN

Engage Indiana Events

3,500+
STATEWIDE EVENT ATTENDEES

eNews

19,268
SUBSCRIBERS

Social Media

53,056*
FOLLOWERS

Radio Listeners

44%
OF SUBSCRIBERS TUNE IN

Survey August 2023

*Combined Facebook, LinkedIn, X, Instagram



OUR AUDIENCE

BUSINESS PROFILE

Our audience is successful.

40%

top management

23%

middle management

63%

Live in Central Indiana

31%

professional/technical

97%

Live in Indiana

Company size:

20% (1,000 or more employees)

27% (100 – 999 employees)

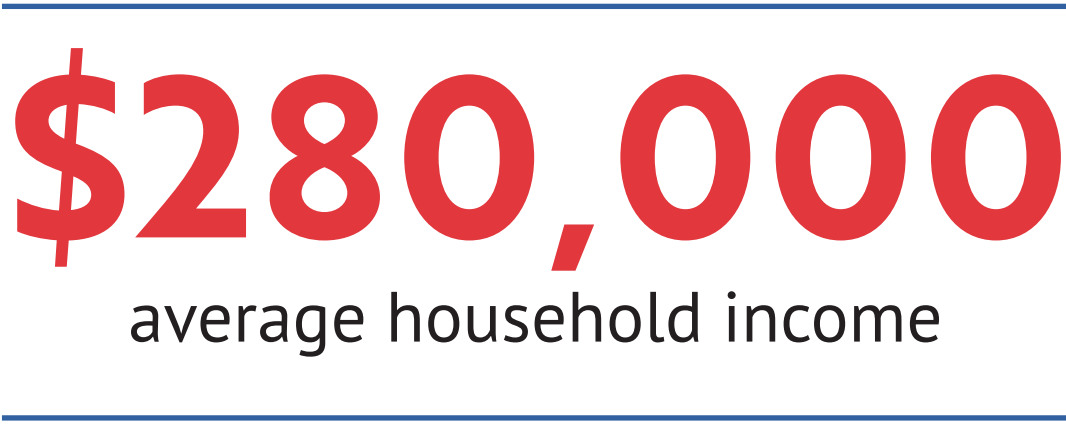
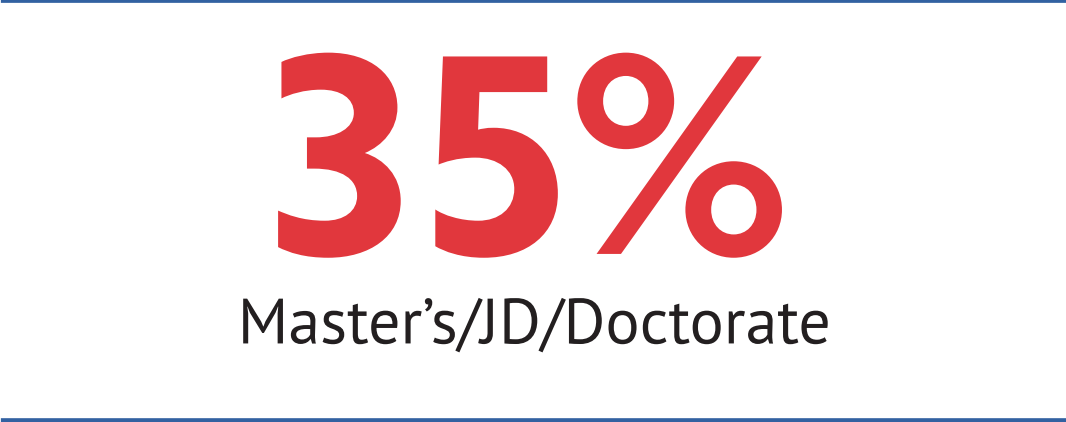
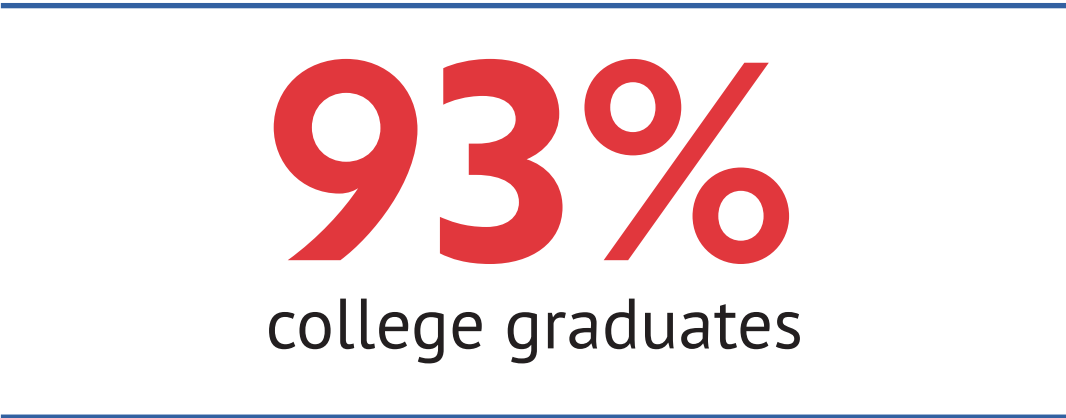
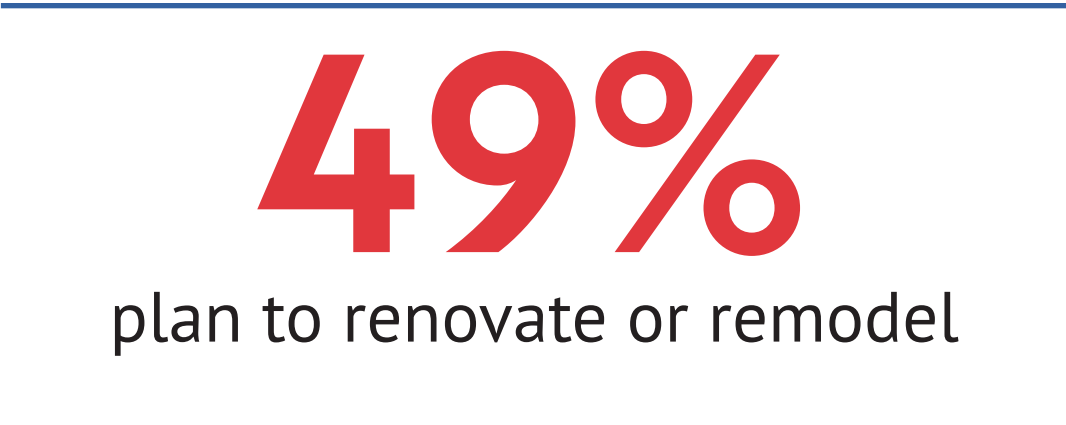
20% (10 – 99 employees)



OUR AUDIENCE

SUBSCRIBER PROFILE

Our audience is affluent.



INSIDE INDIANA BUSINESS EVENTS

SPONSORSHIP OPPORTUNITIES

The Engage Indiana Series continues to grow, covering 9 different regions statewide with over 3,500 attendees. With a focus on growing Indiana's economy, the Engage Indiana Series dives into each region's unique challenges and distinct opportunities for growth. Event sponsorship creates a fully developed marketing platform delivering your message to industry targeted professionals.



ENGAGE INDIANA SERIES

*Indiana's **BOLD** Future Starts Here*

**INDIANA
FOR THE BOLD**
Economic Development Corp.

**IBJ
MEDIA**

**INSIDE INDIANA
BUSINESS**

TELEVISION

INSIDE INDIANA BUSINESS WITH GERRY DICK

Inside INdiana Business with Gerry Dick airs one time per week on WTTV-TV (CBS4). The show is 30 minutes long and airs Sundays at 8 a.m. The show airs on affiliate stations statewide.

Inside INdiana Business with Gerry Dick is appointment television for statewide decision-makers.

TELEVISION AFFILIATES

Station	Affiliate	Location
WTTV-TV	CBS	Indianapolis
WPTA	PBS	Fort Wayne
WTWO	NBC	Terre Haute
WTVW	CW7	Evansville
HCTV22	Hanover College	Hanover
WCTV	Public Access	Richmond
WMYO-TV 24.2	Independent	Louisville & S. IN
WNIT-TV	PBS	South Bend
WFWA-TV	PBS	Fort Wayne
WVUT-TV	PBS	Vincennes
Lakeshore Public Media	PBS	NW IN & Chicagoland
WSBT-22	FOX	South Bend/Elkhart



RADIO

INSIDE INDIANA BUSINESS RADIO

Inside INdiana Business Radio has two (2) unique (different content) radio reports that air two (2) times each day, Monday through Friday on WIBC + statewide audience of 20 affiliates.

- The 93.1 FM – WIBC daily reports air at 6:32 a.m. and 5:56 p.m.
- The 1190 AM | 92.3 FM – WOWO daily reports air at 5:50 a.m. and 5:50 p.m

ON-AIR AFFILIATES

Station	Location	Station	Location
WAMB 99.5FM	Brazil	WLPR 89.1 FM*	Merrillville
WIBC 93.1 FM	Indianapolis	WNDY 91.3 FM*	Crawfordsville
MNC 95.3 FM	South Bend	WNIN 88.3 FM*	Evansville
WAXL 103.3 FM	Santa Claus	WGCL 98.7 FM	Bloomington
WBAT 1400 AM	Marion	WGCL 1370 AM	Bloomington
WFCI 89.5 FM*	Franklin	WOCC 1550 AM	Corydon
WISU 89.7 FM*	Terre Haute	WOWO 1190 AM	Fort Wayne
WITZ 104.7 FM	Jasper	WPGW 100.9 FM	Portland
WITZ 990 AM	Jasper	WPGW 1440 AM	Portland
WJCP 1460 AM	North Vernon	WRAY 1250 AM	Princeton
WKID 95.9 FM	Vevay		

Airs on the
2 LARGEST
NEWS TALK STATIONS
IN INDIANA

DIGITAL

INSIDEINDIANABUSINESS.COM

HIGH-IMPACT DIGITAL

With over 51,805 monthly pageviews and an average engagement time of 2 minutes, you can reach your customers as they visit insideindianabusiness.com.

HOMEPAGE TAKEOVER

Allows you to take over every ad spot on the homepage for the day. Your ad will run for a continuous 24-hour period – 12 a.m. – 11:29 p.m.

SLIDING BILLBOARD WITH PENCIL LEAVE-BEHIND

Premium placement at the top of the homepage under the navigation bar.

INTERSTITIAL


Ad appears as full screen take over when insideindianabusiness.com readers access the site or click through emails to a story or user’s first visit.

TEXT-TO-SPEECH

Your company can sponsor Indiana Lawyer’s Text-to-Speech audio files on insideindianabusiness.com. Your logo will be visible on the page with the audio player, so even if the audio file is not played, your logo will be seen on every article page. Your name will be embedded into the actual article audio file, and it is there forever – “This (site name) audio file is brought to you by (client) at the beginning of each audio file.

RUN OF SITE (ROS)

Cost-efficient opportunities for your display ads to reach visitors on the Inside INdiana Business website.



INSIDE INDIANA BUSINESS
WITH GERRY DICK

HOME

NEWS

VIDEOS


GERRY DICK

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ON-AIR


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PURDUE
RESEARCH FOUNDATION

Advancing
Innovations and Technology




Hancock Gateway Park

Hancock Health Envisions Development Beyond Healthcare



accutech

Accutech Grows Financial Software Hub

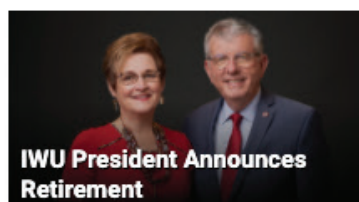


FIELD ATLAS

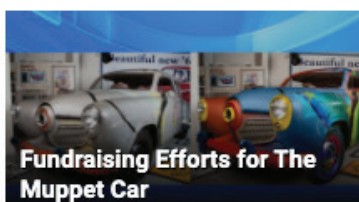
Presented by Agribusiness

TELEVISION PODCAST


CLICK HERE TO DOWNLOAD



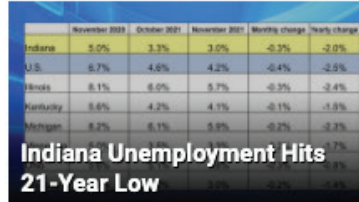
IWU President Announces Retirement




Fundraising Efforts for The Muppet Car



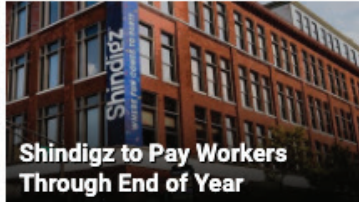
Camping Gear Rental Sparks Business Idea




Indiana Unemployment Hits 21-Year Low




Proposed London-to-Indy Flight Scrapped




Shindigz to Pay Workers Through End of Year




Eleven Fifty Lands Grant to Fund Satellite Campuses




Holcomb Announces Indianapolis Air Show



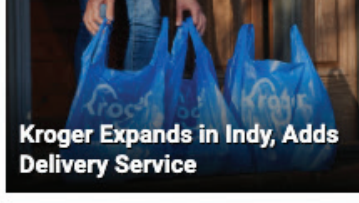
First Internet Bank to Celebrate New HQ



Allen County Touts Record Building Permits




Indiana Officials Projecting Big Jump in Budget Surplus



Kroger Expands in Indy, Adds Delivery Service

VIEW MORE



PURDUE UNIVERSITY

IN INDIANAPOLIS

GROWING INDIANA'S WORKFORCE

Purdue University partners with non-profit and local businesses for client-based projects and internship programs.

The Vertically Integrated Projects (VIP) Program provides opportunities for undergraduate students to earn academic credit while tackling complex and extended projects. More

The Office of Professional Practice (OPP) serves as a vital link between the academic community and the professional world. Get Access top to talent, cost-effective hiring, and brand visibility. More


It's all about one thing: economic growth. But we cannot do that alone.

- Mung Chiang, President of Purdue University

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Hire a Purdue Student

Sponsored by Purdue University




Bussey Bank

commits to growing in Indiana

Everybody at Bussey is willing to put in the time and effort to ensure we're providing service excellence to our clients.

- Max Stutzman, Bussey Bank's Vice President and Commercial Relationship Manager Team Lead

Learn more




BusseyBANK

Big-bank resources with small-town feel

We can deliver the experience of a smaller community bank while still providing all the same products and services as the nation's largest banks.

- Max Stutzman, Bussey Bank's Vice President and Commercial Relationship Manager Team Lead


Learn more



ALL 150 LEGISLATORS

BIOS, PHOTOS, CONTACT DETAILS

© Inside This Week's IBJ: COVID-19 Laws, Legacy Project & More



WonderRoad Music Festival

Coming to Indy

201,612

average monthly page views

IU received \$772M in sponsored research awards in 2023

January 30, 2024 | Peter Blanchard

KEYWORDS COLLEGES AND UNIVERSITIES / HIGHER ED /

COMMENTS | PRINT | SHARE

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FREE NEWSLETTERS

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Speed 1.00

10

10

2:49

Indiana University (IBJ file photo)

Indiana University faculty and researchers secured \$772 million in total sponsored research awards in 2023, the university plans to announce Tuesday.

The total marks a \$42 million increase over the previous year and includes research funding for health initiatives, drug treatments and efforts to enhance civics education.

A sponsored research award is funding from an external entity such as a private foundation, corporation or governmental agency for a specific research project with defined parameters.

IU President Pamela Whitten is expected to release more details on Tuesday in an announcement to staff, faculty and students.

The announcement comes as the state's flagship university prepares to officially transition IUPUI to IU Indianapolis in July. Nearly one-third of the \$772 million secured in research funding went to IUPUI staff and faculty, the university said.

DIGITAL

NEWSLETTERS

Indiana Lawyer produces 2 daily newsletters, 2 weekly, and 2 region-specific newsletters, including breaking news updates. There is something to fit every marketing plan.

INSIDE EDGE MORNING BRIEFING

The Morning Briefing is delivered to your inbox at the start of each business day, and provides you a quick read on the people, issues and companies making news in the day ahead.

INSIDE EDGE MIDDAY REPORT

The Midday Report is delivered to your inbox every weekday afternoon. This report brings you business news from across the state with links to audio and video interviews and detailed stories posted on insideindianabusiness.com.

IBJ MEDIA’S IIB WEEKLY LINEUP

This weekly newsletter from Inside INdiana Business gives a preview of what to expect on our weekly television program, Inside INdiana Business with Gerry Dick. It also provides a recap of the previous week’s episode, which can be viewed on demand on the IIB YouTube channel. Deploys at 3:00 p.m. each Friday.

IIB BREAKING NEWS

IIB Breaking News is sent to 19,000 subscribers as the news is happening, so there is not a set schedule. There is a minimum of 4 Breaking News guaranteed each month.

BIG WIGS & NEW GIGS


Delivered to your inbox every Monday morning. This weekly report showcases Hoosiers on the move, from new jobs to promotions to professional recognition.

EVANSVILLE REGION REPORT

The Evansville Region Report, written by local reporters, is sent to Southwest Indiana business and community leaders every Tuesday morning, brings readers timely news to Southwest Indiana.

SOUTH BEND/ELKHART REGION REPORT

The South Bend/Elkhart Region Report, written by local reporter, Carley Lanich, is sent to north-central Indiana business and community leaders every Wednesday morning.



Thursday, October 13 2022



A division of IBJ Media


Breaking News: 7:00 AM

Fishers startup moving to new HQ, adding 300 jobs

Fishers-based tech startup spokenote LLC on Thursday announced a multi-year growth plan. The company, which has developed a video creation and sharing platform, says it will invest nearly \$3 million to relocate from the Indiana IoT Lab to the Techway building inside the Certified Technology Park in Fishers and create 300 jobs by the end of 2026. [More](#)


SPACES CHANGE. OUR VALUES REMAIN.

Thank you for helping write our story.






A division of IBJ Media





Monday, October 17, 2022




A division of IBJ Media

TOP STORIES

Bedel: ‘This is an investment in our future’

Fall is an important season for Indiana’s \$7 billion tourism industry, which is continuing to emerge from the devastating impact of the pandemic. The Indiana Destination Development Corp. says increased funding will be important for the state to compete with much better funded neighboring states. IDDC Chief Executive Officer Elaine Bedel says the state’s approximately \$4.5 million budget is a fraction of what neighboring state spend.



WATCH:Bedel talked about the state of Indiana tourism on this weekend’s edition of Inside INdiana Business with Gerry Dick.[More](#)

SmithAmundsen merges with Wisconsin law firm

Chicago-based law firm SmithAmundsen LLC, which has a large presence in Indianapolis, is merging with Wisconsin-based DavisKuelthau. The combined firm will operate at Amundsen Davis LLC with 230 attorneys and 12 offices throughout the Midwest.[More](#)

IU Ventures announces successful partial exits

IU Ventures, Indiana University’s early-stage venture and angel investment arm, says several high-potential business ventures have made successful partial exits. IU says the startups received help through its major investment programs, including the IU Philanthropic Venture Fund and the Innovate Indiana Fund.[More](#)



ON TOPIC

VIDEO SERIES

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ATTORNEYS AT LAW

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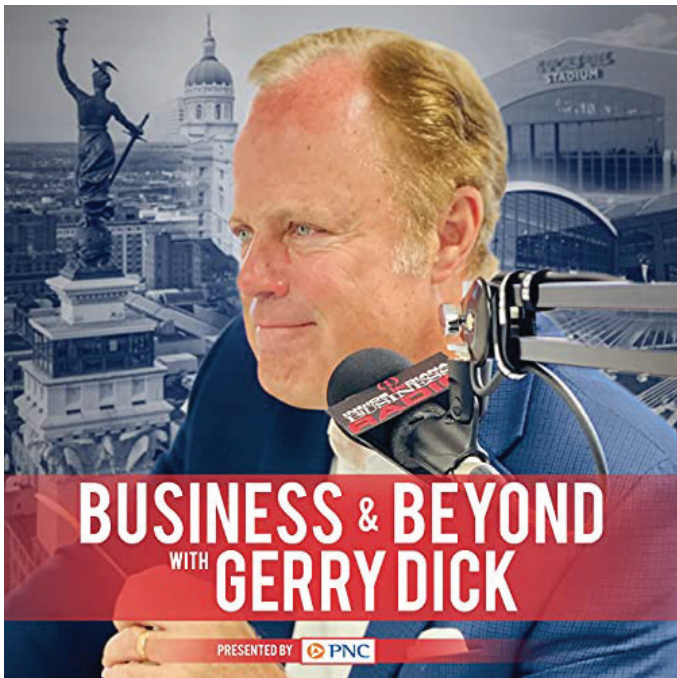
Business & Beyond Podcast: Wendy Dant Chesser

In her role as CEO of One Southern Indiana, Wendy Dant Chesser is responsible for driving economic development and quality of life in southeast Indiana. And for Dant Chesser, who grew up drinking cherry cokes and eating red hots from Jeffersonville’s world-famous Schimpff’s Confectionery, it is a job she takes very personally. In this week’s Business & Beyond podcast, she talks coming home, change and building a region of

PODCASTS

BUSINESS & BEYOND WITH GERRY DICK

Business & Beyond with Gerry Dick is a weekly conversation with Indiana leaders in business, politics, sports, entertainment ... and beyond. The 30-minute podcast explores the successes, failures, and memorable moments that have shaped the lives of high profile, high-performing individuals with a Hoosier connection.



3,470
average monthly downloads

INSIDE INDIANA BUSINESS TV SHOW WEEKLY PODCAST

Inside INdiana Business is the statewide leader for Indiana business news. Every week, we spotlight the top business news stories, highlight new companies and emerging technology and feature exclusive interviews with the biggest names in business.



1,260
average monthly downloads

INSIDE INDIANA BUSINESS RADIO ON DEMAND PODCAST

This easy-to-use, on-demand functionality lets listeners catch our twice-daily IIB Radio reports as a podcast on their computer or delivered directly to their mobile device. New episodes posted 6 a.m. and 4:30 p.m. Monday – Friday.



1,240
average monthly downloads

IBJ MEDIA CONTENT STUDIO

SPONSORED CONTENT

SPONSORED CONTENT – DIGITAL

Go beyond traditional advertising. Connect with Inside INdiana Business' audience on a deeper level by telling your story, introducing new products or services, or discussing current events or hot-button issues. Published as an advertorial, Sponsored Content is your voice. Make sure you're heard.

PREMIUM NATIVE ENGAGEMENT ADVERTISING

Customized ad spots featured on Inside INdiana Business' homepage or in any Inside INdiana Business newsletter offer increased engagement opportunities including more direct calls to action, polls, and video. Unlike display ads, Premium Native Engagement ads blend in with the surrounding content, making them more appealing. Ads can be updated weekly, are positioned outside of paywalls, occupy premium placement on insideindianabusiness.com and all newsletters, and combine traditional display ads (300x250) with content, for enhanced branding.

WEBSITE NATIVE ADVERTISING

Attract new customers, introduce new products, and drive engagement with Native ads. Native ads are text-based, feature a logo or headshot, and can link to custom digital content, repurposed newsroom stories, or articles on your website. Native ads enhance any marketing campaign.

CUSTOM EMAILS

Reach IBJ's executive audience of 70,000+ in their inbox. Provide your own content or work with one of our writers to create your message.

VIDEO AND AUDIO

Utilize the power of video and audio to build awareness and position your business as a thought leader. Through a custom video or a uniquely crafted podcast, potential clients, current customers, and the business community learn more about your mission, products, and services and how each relates to them.

CONNECT WITH US

HOME NEWS VIDEOS GERRY DICK SUBSCRIBE ON-AIR CONTACT

Why are you paying for office space?

Presented by: Matt Waggoner, Managing Director; Alicia Kurtz, VP, Client Experience and Strategy; Meghan James, VP, Workplace Planning and Strategy, JLL Tenant Representation

Office space has been a trending topic over the past two years. Executives have been forced to ask the question "Why are we paying for office space?" For some, the office is simply a place you go to work. Physical space is just a box to check, and cost is the primary driver of real estate decision making. For others, the purpose of the office has been reimagined and redefined. Forward-thinking companies recognize the office is a place that, when approached thoughtfully and utilized strategically, is a major tool to help solve talent challenges, enhances company culture, and infuses organizational energy by bringing people together.

If you're an employer or decision-maker, how do you view your office space? Is space a tool for your company? Or just a place to go? 82% of U.S. decision-makers agree that the office will remain central to their organization's ecosystem over the long term. So, it's crucial to know where you stand compared to others in your industry.

To help the dollars make sense (or should we say cents?), let's take a look at how the office can be used as a tool to:

- Solve top talent needs
- Connect to the company vision
- Empower employees to do their best work
- Enable the new purpose of the office

Solving for top talent needs

When solving for top talent needs, employers tend to consider wage increases and bonuses first. However, CCI Consulting's 2022 HR Insights Survey finds a toxic culture is 10.4 times more likely to contribute to attrition than compensation. How might your office be used as a tool for building culture, recruiting top talent and retaining the amazing team you already have?

- Promote work flexibility. Flexibility is not a passing phase. Organizations need to transform their workplace model to support collaboration spaces,

than ever, 59% of priorities at work after will have to take care of

mentorship from managers 0% agree it's the best younger talent will be

sonal values. This is lives. Employers have an environments that that not

ting meaningful and community, sense of

For More Information

Matt Waggoner

This message has been brought to you by Inside Indiana Business on behalf of Commerce Bank.

EBOOK

5 tactics for fraud prevention.

Download

Challenge Accepted.

Even in more normal times, strong organizations monitor daily threats from fraudsters. But in the current landscape where nearly every industry has been impacted by the COVID-19 pandemic, preventing system attacks has never been more important. With some intentional fraud prevention strategies, you'll be able to create more awareness for yourself and your organization. Access our complimentary eBook today. [Access our complimentary eBook today.](#)

Access eBook

3. Data science closing the gap on farmer uncertainty

Jan 24, 2022

In a world where watches remind us to stand or breathe or our bank notifies us of suspicious activity to our accounts, farmers are now being given the same kind of real-time intelligence that equips them to make better decisions - sometimes before the problem is even visible to the naked eye. On this week's episode...

[Read More](#)

2. A look ahead for the agbiosciences

Jan 17, 2022

It's a new year, new us! Welcome to season 5 of Ag+Bio+Science. On this week's episode, our panel moderator, Gerry Dick with Inside Indiana Business, is joined by Mitch Frazier, CEO of AgriNovus, and Nate Feltman, owner and CEO of IBJ Media. They talk about what's ahead for Indiana's agbioscience sector, how we best...

[Read More](#)

1. The future is now: AgriNovus at CES 2022

SPONSORED CONTENT

Busey Bank commits to growing in Indiana

"Everybody at Busey is willing to put in the time and effort to ensure we're providing service excellence to our clients."

- Max Stutsman, Busey Bank's Vice President and Commercial Relationship Manager Team Lead

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[Learn more](#)

Purdue University partners with non-profit and local businesses for client-based projects and internship programs.

The Vertically Integrated Projects (VIP) Program provides opportunities for undergraduate students to earn academic credit while tackling complex and extended projects. [More](#)

The Office of Professional Practice (OPP) serves as a vital link between the academic community and the professional world. Get Access top to talent, cost-effective hiring, and brand visibility. [More](#)

"It's all about one thing: economic growth. But we cannot do that alone."

- Mung Chiang, President of Purdue University

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